

## Message Text

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R 131549Z AUG 75

FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW

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E.O. 11652:

TAGS: BEXP, UR

SUBJECT: POSSIBLE SOVIET PROPOSAL TO PURCHASE 40 SUPER-  
MARKETS

1. USDOC/BEWT RECEIVED INQUIRY FROM JAMES BREIGHT OF  
SOUTHLAND CORPORATION, DALLAS, TEXAS, CONCERNING USSR  
INTEREST IN PURCHASING 40 COMPLETE SUPERMARKETS. SOUTHLAND,  
WHICH BUILDS AND MANAGES "7-11, STORES AND GRISTEDES MAR-  
KETS, WAS FIRST CONTACTED ON PROPOSED PROJECT BY J.M.  
WILLIAMS, COMPANY, S.A. OF PRIDES CROSSING, MASS. WILLIAMS  
ALSO HAS OFFICES IN VIENNA, GENEVA, AND IS REPORTED TO BE  
OPERATING OUT OF A JAPANESE COMPANY'S OFFICE IN MOSCOW;  
MR. HAWLICK HEADS MOSCOW OFFICE.

2. BREIGHT STATED THAT LAST FEBRUARY SOUTHLAND WAS ASKED BY  
WILLIAMS TO SUBMIT A PROPOSAL FOR CONSTRUCTION OF 40 SUPER-  
MARKETS IN USSR ON TURNKEY BASIS. SOUTHLAND SUBMITTED  
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GENERAL INFORMATION ON ITS PAST PROJECTS, PRESENT CAPABILI-

TIES, ANNUAL REPORT, ETC. BUT REQUESTED A FEE FROM WILLIAMS FOR MORE DETAILED PROPOSAL INCLUDING ITEMS SUCH AS FLOOR PLANS, EMPLOYEE TRAINING, ANALYSIS OF NEEDS OF GEOGRAPHIC AREA, AND AUTOMATED DISTRIBUTION SYSTEM.

3. APPARENTLY WILLIAMS TRAVELLED TO MOSCOW WITH SOUTHLAND'S

GENERAL PROPOSAL AND PRESENTED PROPOSAL TO "APPROPRIATE SOVIET OFFICIALS,, AS DID OTHER COMPANIES FROM ITALY, FRANCE, AND GDR. WILLIAMS NOW WANTS MORE DETAILED PLANS FROM SOUTHLAND WITH EMPHASIS ON COMPANY'S COMPUTERIZED DISTRIBUTION SYSTEM.

4. ONLY SOLID INFORMATION BREIGHT HAS FROM WILLIAMS CONCERNING SOVIET PROJECT IS THAT IT WILL BE ONE-TIME TRANSACTION INVOLVING DESIGN AND CONSTRUCTION OF SUPER-MARKETS, PURCHASE OF KNOW-HOW AND, IF U.S. FIRM WINS BID, ALL AMERICAN EQUIPMENT FOR THE SUPERMARKETS.

5. BREIGHT NOTED THAT SOUTHLAND'S AUTOMATED DISTRIBUTION SYSTEM IS TRADE SECRET AND EXPORT CONTROLS MAY BE INVOLVED IN COMPUTER/TECHNOLOGY ASPECT OF SYSTEM. PRIMARILY FOR THESE REASONS, FIRM IS INTERESTED IN ASCERTAINING ANY KIND INFORMATION AVAILABLE TO EMBASSY TO CORROBORATE SERIOUS SOVIET INTEREST IN THIS SUPERMARKET PROJECT BEFORE PROCEEDING FURTHER WITH WILLIAMS OR DIRECTLY WITH SOVIETS. ALSO, SINCE SOUTHLAND INTERESTED IN DEALING DIRECTLY WITH U.S.S.R., WE WOULD APPRECIATE USCO REFERENCE TO SPECIFIC "APPROPRIATE SOVIET OFFICIALS, WHO WOULD BE USEFUL CONTACTS FOR THE FIRM.

6. PLEASE SLUG REPLY FOR USDOC/BEWT/USSR. KISSINGER

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